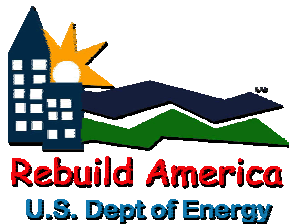




U.S. Department of Energy
Energy Efficiency and Renewable Energy

weatherization and intergovernmental program

Marketing and Communications



Boston Regional
Rebuild America Team Meeting
November 6, 2003

Jennifer May



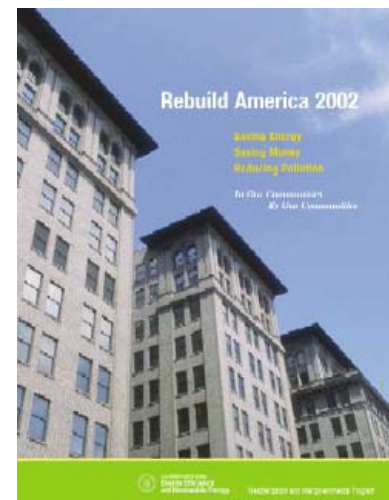
Activities

Internal

- Program and Partnership News
- Success Stories
- Fact Sheets and Marketing Collaterals

External

- Media Strategy and Outreach
- Event Management and Promotion
- Stakeholder and Decision-Maker Outreach



Strategic Goal:
***Promote and market the
program and partnerships.***



Connecting People ... Ideas ... Tools ... Resources

Program and Partnership News

- Partnership Activity and Results
- Allied Programs and Partners
- Resources, Tools and Data
- Events and Conferences

Communications Outlets

- Weekly Web Site Updates
- Bimonthly *Partner Update* Newsletter
- Biweekly Flash Report





Documenting Accomplishments and Opportunities

Success Stories

- Large, successful projects
- Innovative solutions and technologies
- Barriers overcome
- Project “Champions”

Program Fact Sheets

- Rebuild America Overview
- Market Sectors
- Solution Center Resources
- Strategic Partners
- Premier Business Partners





Raising Visibility and Awareness

National Media

- Newspapers
- Broadcast
- Trades
- Partner Publications



Local Media

- Strategy and Counsel
- Press Releases, Advisories
- Media Lists
- Samples, Templates and Tips





Event Management & Promotion

- **National Conference**
- **Rebuild America Exhibit**
- **Speaker Placement**
- **Energy Technology Seminars**

Stakeholder Outreach

- **Strategy and Guidance**
- **Letter, Press Release and Media Advisory Templates**



Communicating Your Accomplishments

Your partnership works hard to get results. Individual projects have a tremendous impact locally and, together, we're making a difference nationally. Public officials in and around your community want to know about the good work you're doing. It's important to keep them current on your plans, activities, projects and accomplishments. They want to help, and they want to share in your successes. Help them to help you.

What to Do

We've provided a sample letter to help get you communicating with leaders in your community. Use this sample as a quick and easy way to get the word out about the difference DePaul America is making in your area. Here's what you should do:

- Download the sample
- Address the letter properly
- Customize the letter to show off your partnership and projects (customize the letterhead, include the most important details and **accomplishments** about your project, and – most importantly – **thank your local partner** for the completed letter clearly (below your message))
- Print the letter and mail it using the generic letterhead provided, or remove the logo and print it on your partnership's own letterhead, if you have one
- E-mail it – copy the letter into the body of an e-mail and send it to your local officials, as well as mailing it, and give them a call to let them know you're doing this

When to Write

There are many good opportunities to let local leaders know about your efforts. Some good times to send out letters

- Introduce a new or expanded partnership
- Announce or begin work on a new project
- Invite to speak at an event
- Announce a completed project
- Request a meeting
- Send recent media coverage or other timely information

Write the Write

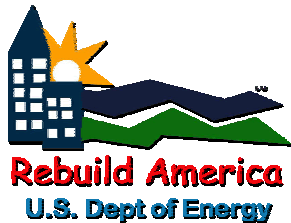
Some suggestions on what to consider keeping informed about your partnerships progress and accomplishments:

- Governor (local office)
- Lieutenant Governor (local office)
- State Senator (local office)
- State Representative (local office)
- State Assembly Members
- Mayor



U.S. Department of Energy
Energy Efficiency and Renewable Energy

weatherization and intergovernmental program



2004 National Energy Conference for States and Communities

Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable



Conference Venue and Dates

- **Hilton Minneapolis**
1001 Marquette Avenue South
Minneapolis, MN 55403
1-800-774-1500 www.hilton.com
- **Accommodations**
 - **100%** government rate (\$110/night)
- **Minneapolis – Government Per Diem**
 - **\$50** (2003 rate)

• **11 – 14 May 2004**
Tuesday PM – Friday Noon





Building on Previous Conference Successes

- Expanded scope in OWIP Deployment Activities
- Expanded reach to broader stakeholder “mix”

DOE Sponsor

- Weatherization and Intergovernmental Program (OWIP)
- Primarily State Energy Program and Rebuild America
- Program participation by Energy Star, Building Energy Codes, Clean Cities, Inventions & Innovations, Tribal Energy Program, and International Renewable Energy Program

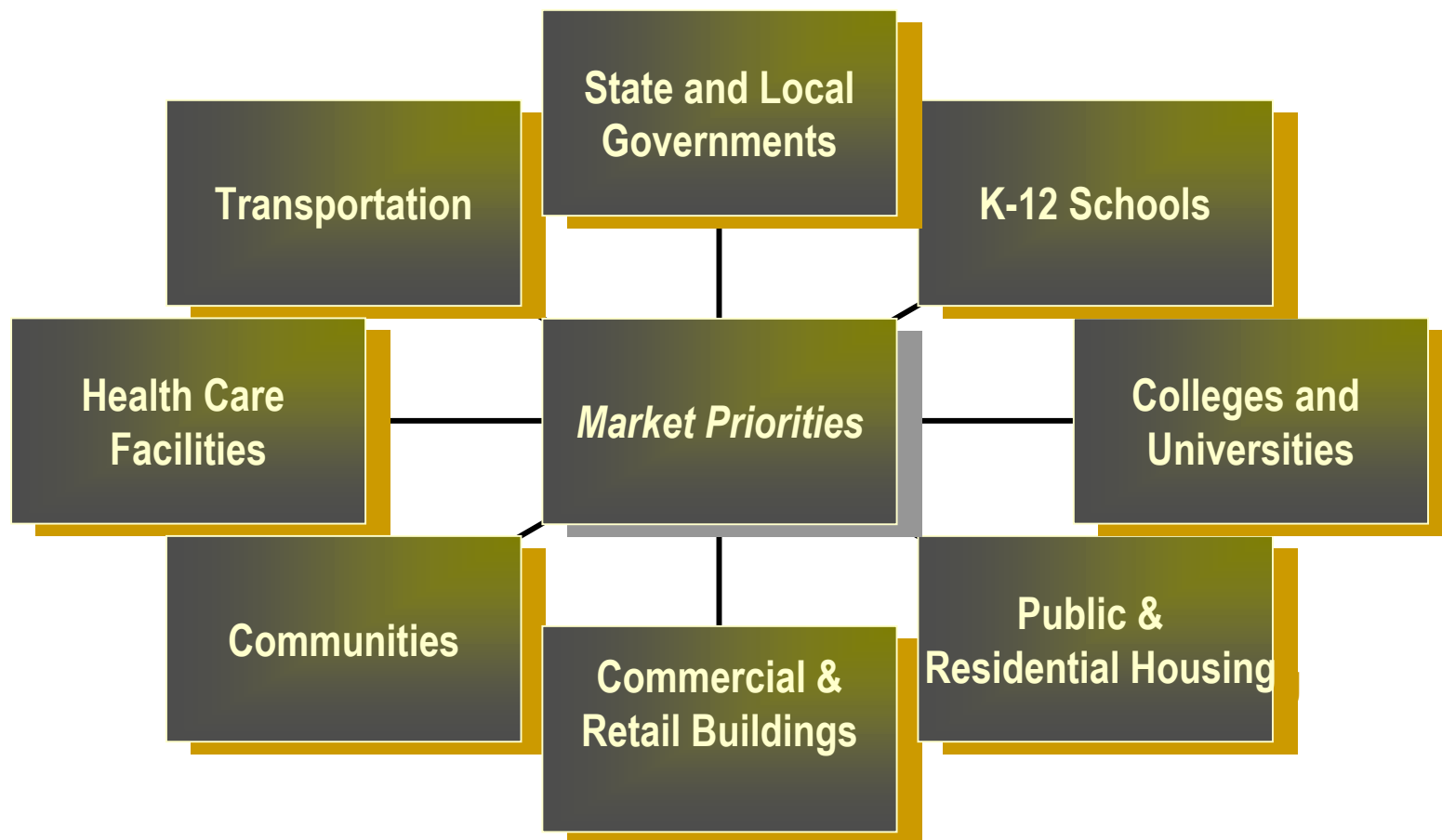


Conference Purpose

- **Leverage rapid and targeted deployment of new energy efficiency and renewable energy technologies**
- **Advance state and community energy-saving efforts and deployment of sustainable energy solutions**
- **Recognize excellence in energy efficiency achievements and best practices that can be used as examples**
- **Promote the Department's coordinated delivery system of integrated building, industry, and transportation outreach activities**



Priority Technology Deployment Markets





Program Development Considerations

Audience-driven program content and session design

- Offer compelling value for participants' time and money

'Real world' context and solutions

- Achieve impact at community, partnership and project levels

Fresh perspectives, fresh voices

- Set framework for new collaborations

Interactive formats

- Create structured networking opportunities and practical 'learning lab' experiences



M&C Requests

Contact the Project Assistance Center in the Solution Center

- www.rebuild.gov
(in the Rebuild Network – private side)

The screenshot shows the 'Rebuild America ASSISTANCE REQUEST' form. It includes a navigation bar with links: Request Status, Request, Evaluation, Delivery, Confirmation, Report, RN Home, and Log Out. The form title is 'Assistance Request Form'. A note states 'Fields marked with * are required.' and a link for 'Assistance Form Key Questions for Download' is provided. The form sections include: 'Partnership Requesting Assistance' with a dropdown for 'Partnership Name' and a 'Select a Partnership' link; 'Location for Assistance' with fields for 'Address (line 1)', 'Address (line 2)', 'City', 'State' (dropdown), 'Zip Code', and 'DOE Region' (dropdown); and 'Rebuild America Contact' (with a note: 'This is the person who will receive an e-mail confirmation of the requested assistance') with fields for 'Prefix' (dropdown), 'First Name', 'Last Name', 'E-mail', and 'Phone'. A link at the bottom says 'Click here to edit your contact information'.

Contact your designated M&C representative

- Jennifer May
M&C Program Manager
202-466-7391
jmay@pcgpr.com